



# Cheeky Bastard Ale

Stephen Marucut – Interior Design

# Designing a Beverage Experience

## Peet's Coffee Brand

- Peet's Coffee
- Coffee's and Tea's
- For those who desire a delicious beverage with attention to quality and detail

Alfred Peet, born March 10, 1920 in the Netherlands. Mr. Peet grew up in the coffee trade, before traveling the world.

Upon landing in the US, Mr. Peet was shocked with poor quality coffee in the US

In 1966, Mr. Peet opens his first introduces a dark roasted bean to America

Peet's still sources and roasts its beans and teas by hand.

Peet's still has rich and dark roast coffees, and more.



## Lagunitas Brewing Brand

Lagunitas IPA – India Pale Ale  
Pale Ale, Hi Hops, Pilsner, Ambers, and more  
Craft beer

It all started from a ruined dinner... It was Northern California in 1993. Tony Magee started brewing on a stovetop homebrew kit and, after a couple batches, some stray wort had spilled down the back. When Thanksgiving night came, and the wort caught fire and burned the turkey to a crisp, Tony's wife Carissa kindly asked him to move his new hobby elsewhere. He moved into an old storage shed in the town of Forest Knolls, Calif. (next to the town of Lagunitas, which Tony thought had a cool-sounding name.) and he started brewing more and more. The beers ranged from vile and repugnant, to delicate and exceptional. And then came IPA, and he knew he could never go back. Eventually, Tony grew out of that space and moved just down the road to Petaluma, bringing his recipes and the Lagunitas name with him. As the brewery grew, the tribe that drank the beer followed, and we expanded our zymological reach into new territories and new beers. One morning while driving from his home to the Petaluma brewery, Tony thought about his beer traveling to the other side of the country and realized how to get beer there fresher. The answer was Chicago. With the help from some new friends in the Windy City, one year later our Pilse-based production facility opened its doors and started brewing for Chicagoland and everything east of the Rockies. Back on the West, a Seattle brewpub followed soon after, with another in Asosa, Calif. on the way. Now, Lagunitas beers are available in 20-ish countries and growing. And whether supporting local communities by turning beer into money for the cause, or simply having a drink and song with IPA and other fine ales, we've learned one thing (aside for how to cook turkey)... Wherever you go: beer speaks, people mumble.



## Definition and Mood for Martini's

The **martini** is a cocktail made with gin and vermouth and garnished with an olive or a lemon twist. Over the years, the martini has become one of the best-known mixed alcoholic beverages. H. L. Mencken called the martini "the only American invention as perfect as the sonnet", and E. B. White called it "the elixir of quietude". The exact origin of the martini is unclear, but a popular theory suggests it evolved from a cocktail called the Martinez served sometime in the early 1860s at the Occidental Hotel in San Francisco, which people frequented before taking an evening ferry to the nearby town of Martinez, California. Alternatively, the people of Martinez say a bartender in their town created the drink, or maybe the drink was named after the town. Indeed, a "Martinez Cocktail" was first described in Jerry Thomas' 1887 edition of his Bartender's Guide, How to Mix All Kinds of Plain and Fancy Drinks. Variations of the martini include the dry dry martini, coffee martini, and fruit martini's.



## Definition and Mood for Juice drinks

**Juice** - Juices are made by extracting or squeezing out the natural liquid from fruits and vegetables. Juice is most consumed as a beverage or otherwise used to add flavor to food or other beverages. With the invention of pasteurization, it has become possible to preserve food without fermentation (the method used to make wine), and as such, juice has since emerged as a popular beverage choice with many natural juice brands entering the market. Research from the UN Food and Agricultural Organization suggests that the total world production of citrus fruit juices in 2012 was 12,840,318 tonnes, with the largest consumers of fruit juice per capita being New Zealand and Colombia. The earliest evidence of juice production are groups of grape pits that date back to 8000 BCE, however it is impossible to know whether these grapes were used to produce juice or wine. The first regularly produced juice was lemonade, which emerged in 16th century Italy as an import after its conception in the Middle East. Soon to follow was orange juice, which originated in the 17th century. With the link between citrus fruits and the prevention of scurvy made by James Lind, citrus-based juice became mandatory on all Ocean-bound British ships in accordance with the Merchant Shipping Act of 1867. The first pasteurization method for juice was invented in 1869 by the dentist Thomas B. Welch, allowing for the juice to be stored, without it being fermented into alcohol. Welch's method involved filtering squeezed grape juice into bottles, sealing them with cork and wax, before placing them in boiling water to kill off the yeast responsible for fermentation. He since became a still drink manufacturer selling this new product as "Dr. Welch's Unfermented Wine". Today juice plays a far more important role in the market due to its great taste and health benefits, and as a result, there is much competition in the juice industry. However, with the help of C&F Foods and their innovative beverage bases and ingredients, still juice manufacturers can make their natural juice brands stand out from other juice suppliers with a superior product that is better tasting and natural.

## Don Julio Tequila Brand

Don Julio Reserve  
Flavors: Blanco, Reposado, Anejo, 70, 1942, & Real  
Tequila

Our story began in 1942, when a young Don Julio González saw a unique opportunity in the production of tequila. He didn't have much, but what he did have was passion, and after sharing his vision with a powerful local businessman he was granted a loan to create his first tequila distillery. It was this unrelenting passion for excellence that inspired his creation of the world's first luxury tequila. Don Julio González revolutionized the world of tequila by choosing quality over quantity, painstakingly planting each agave further apart to allow proper room to grow and fully mature before harvesting. He would then select only the most succulent portions of the piña, before steaming them for 72-hour cycles. When it came time to bottle his creation, he broke with generations of traditionally tall Tequila bottles typically hidden under tables. He knew his new spirit had no business hiding on the floor, so he designed a shorter tequila bottle for his guests to pass around the table while still being able to see each other.



## Sun Tropics Brand

Sun Tropics, Inc  
Tropical Fruit juices

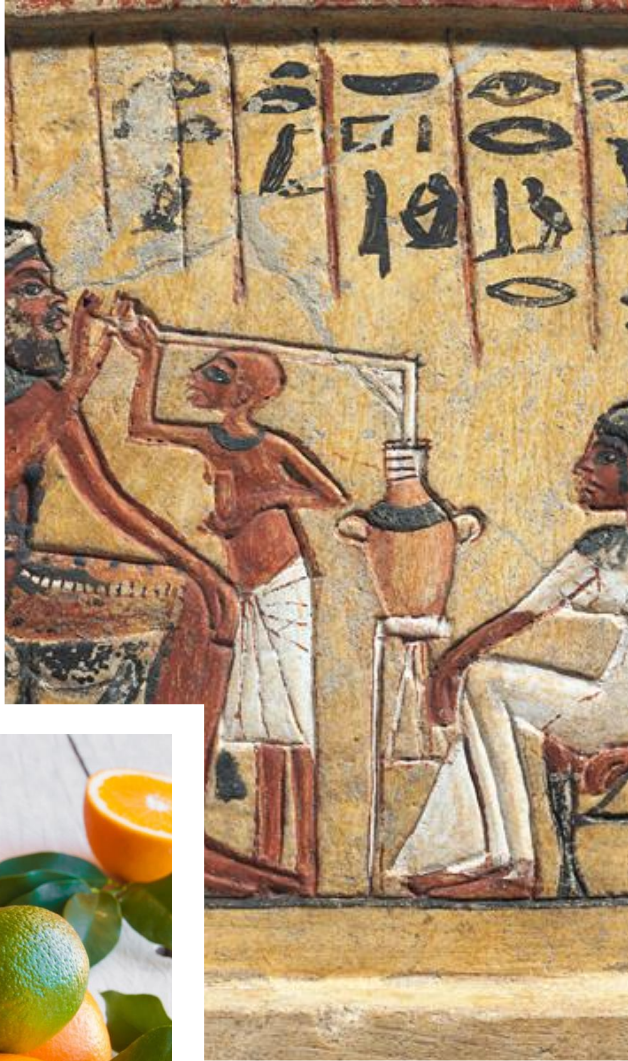
Calamansi, the secret in many mouth-watering Filipino dishes, is also perfect for cocktails and nonalcoholic drinks, vinaigrette, sauces, and marinades. Sun Tropics Pure Calamansi contains sun-ripened, hand-harvested and minimally processed Calamansi juice. Nothing is added. Short of squeezing it yourself, nothing is better.

**What does Calamansi taste like?** Calamansi tastes like lemon-lime with a hint of an orange.

**Ingredients:** calamansi puree.

**Sun Tropics** is a family-owned company committed to transforming global childhood favorites and authentic street food into shareable everyday snacks with unique textures and adventurous flavors.





# Ale's Background

- According to historians Egyptians were the first to ferment beer as early as 1450 B.C.
- Honey and fruits were common ingredients to the fermentation process.
- Due to trading and conquering of neighboring regions the process was shared to the neighboring countries.
- Egyptian's believed consuming beer would induce a divine state.





# Persona

## Average customer

### Jack Smythe

Product Designer. 80k yearly salary.

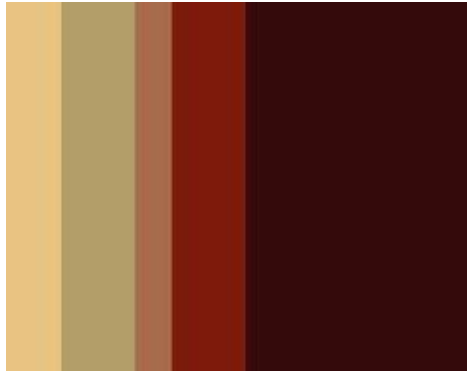
### Extra Information

He is 25 years old. Graduated from NewSchool Architecture & Design. Single and carefree. His Dog's name is "**Rascal**"

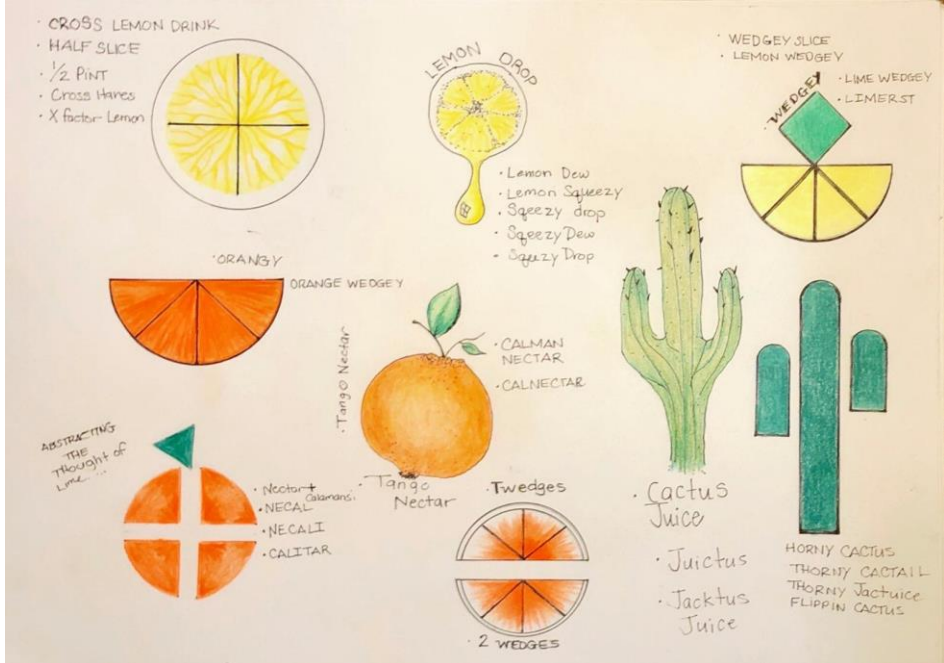
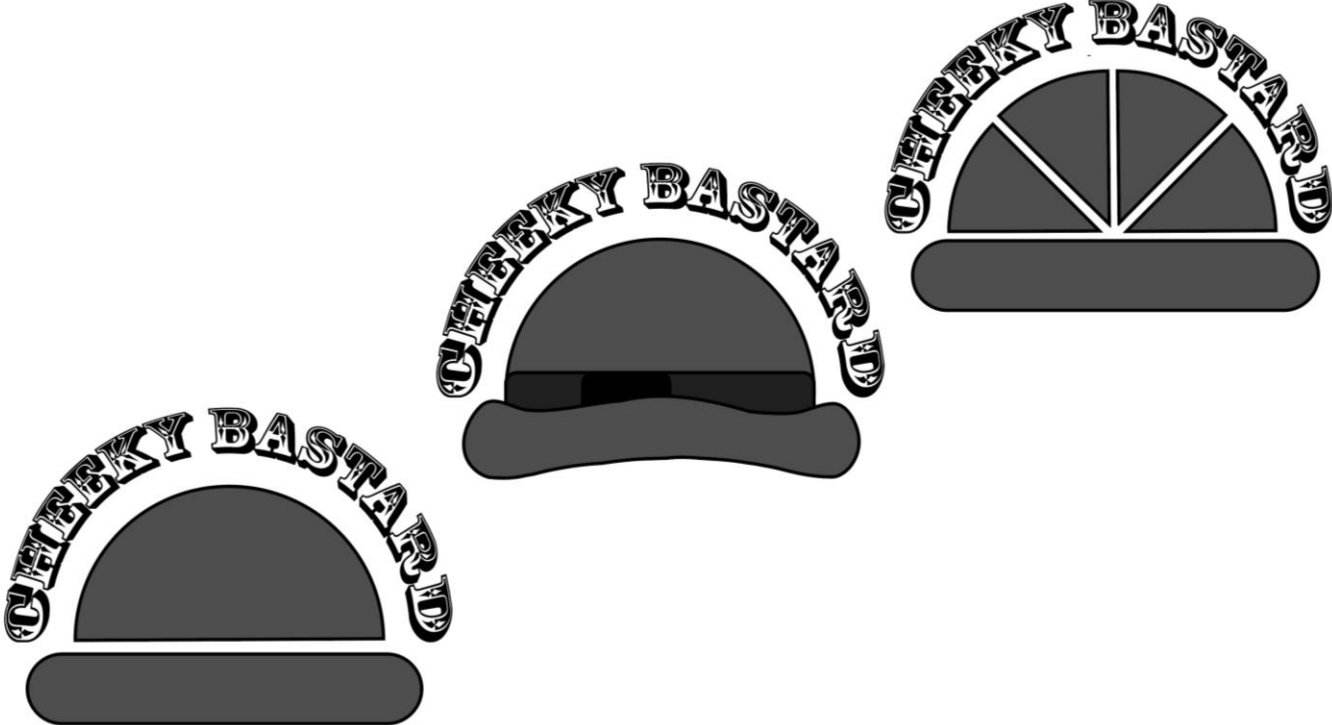
### Hobbies:

Motorcycle adventures. Camping and hiking. "Surfs" and practices "Martial Arts" to stay fit. You can sometimes catch Jack in the wee hours of the morning catching some choice waves on San Diego's beautiful beaches. Jack says surfing makes him feel "Zen." Jack participates Gung Fu and Kajukembo. Jack also teaches the children's class at his dojo. Jack loves to travel. If Jack is not traveling, he assists in building communities in poverty-stricken areas of the country and around the world. Jack is currently working with a manufacturing company in designing recycled materials to use with the community projects he is involved in locally and abroad.

# Mood



# Brand Ideas





The Cheeky  
Bastard  
Brand



# Packaging Ideas

- #1 Goal is to be cost-efficient and sustainable

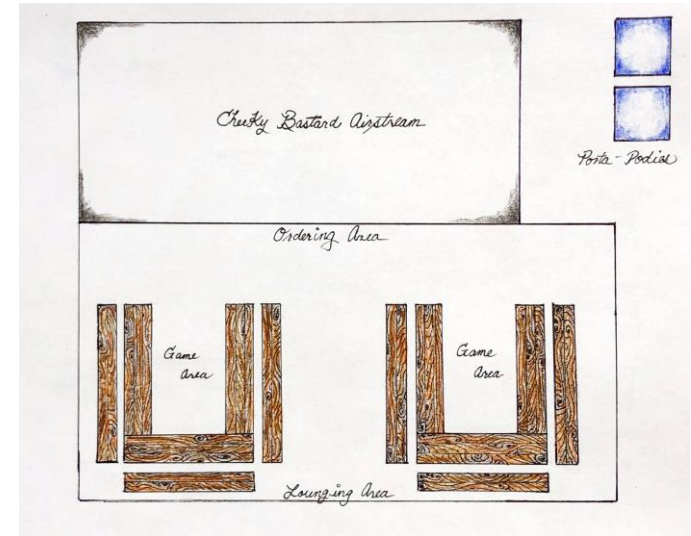
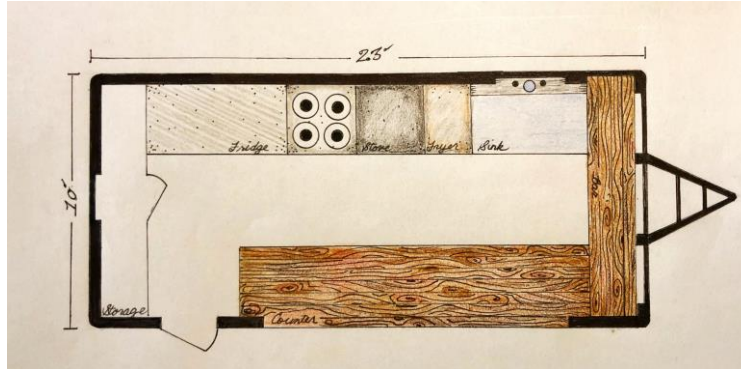




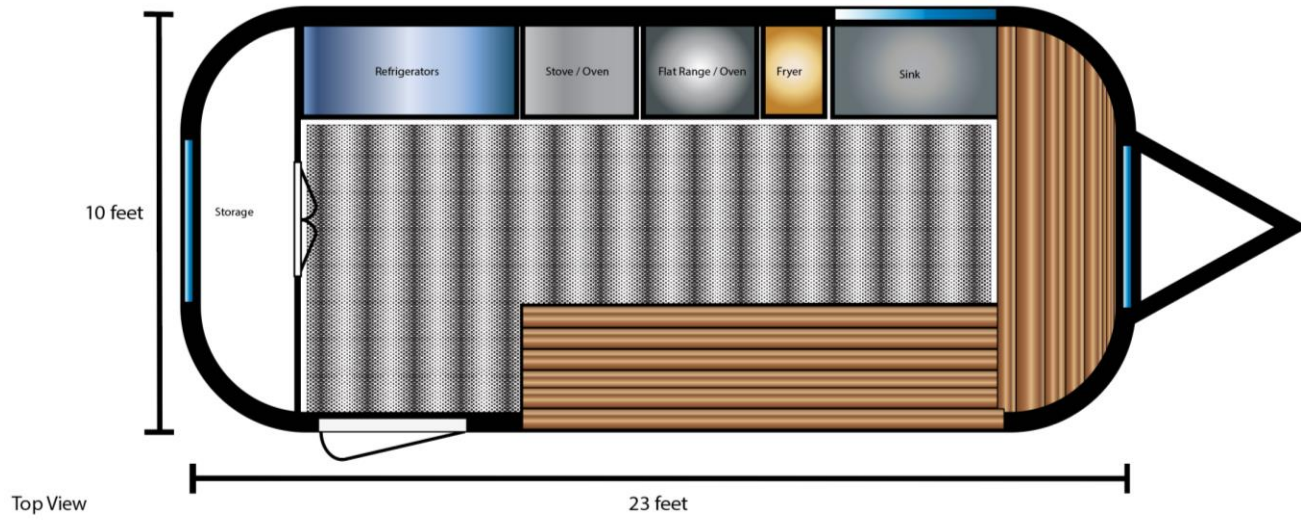
# PACKAGING IDEAS



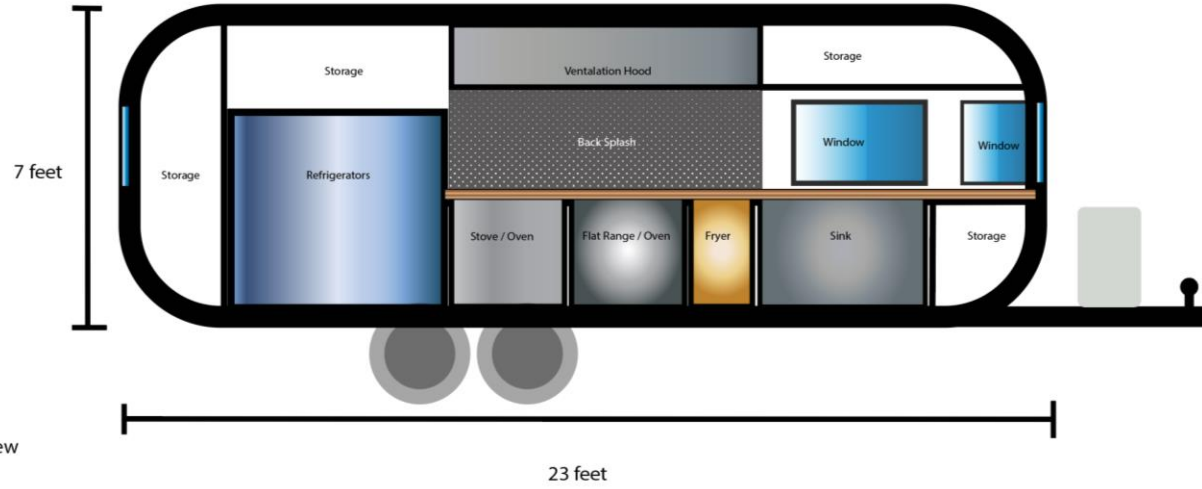
# The Cheeky Bastard Packaging



# Drawings of Space Ideas – Pop Up's

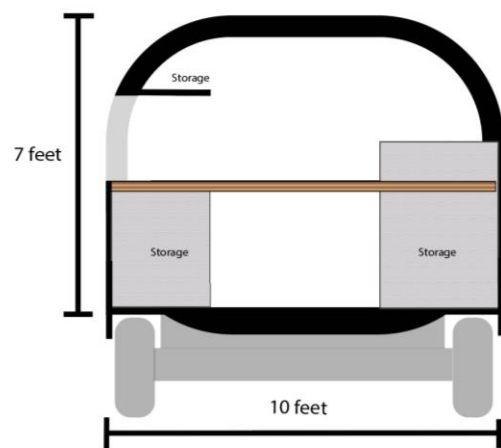


Space

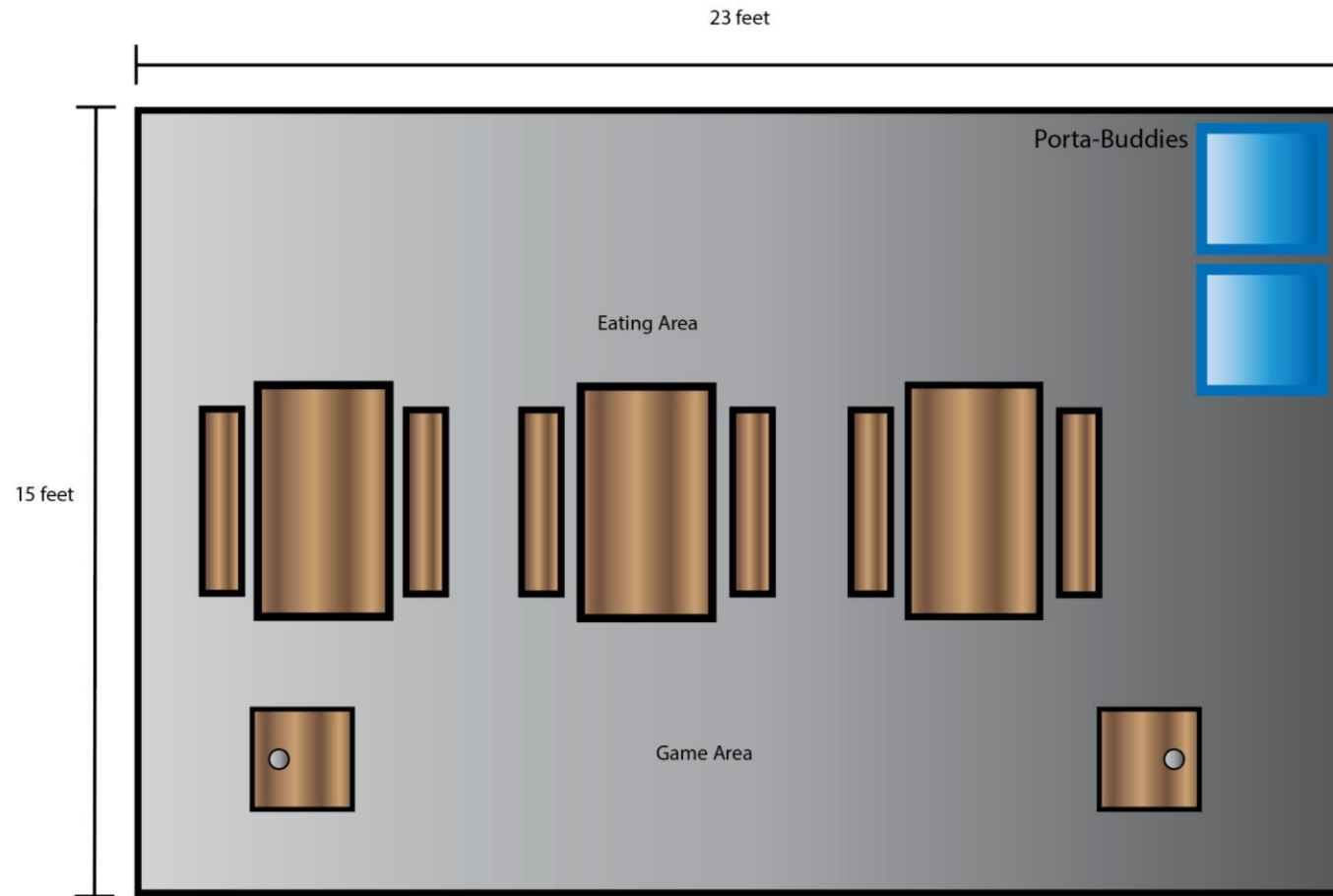


Space

Front View



# Space



Space



Mockup  
space –  
Pop up  
Airstream